

**REPLY UNDER 37 CFR 1.116  
EXPEDITED PROCEDURE  
TECHNOLOGY CENTER 3600**

**Practitioner's Docket No. 1285**

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of: Howard G. Page

Confirmation No.: 8911

Application No.: 09/498,515

Group No.: 3622

Filed: 02/04/2000

Examiner: Yehdega Retta

For: ADVERTISING INSERTION FOR A VIDEO-ON-DEMAND SYSTEM

**Mailstop: AF**

Commissioner for Patents

P. O. Box 1450

Alexandria, VA 22313-1450

**RESPONSE TO FINAL OFFICE ACTION**

In response to the Final Office Action dated July 19, 2010, please consider the following remarks. As this response is being submitted within two months of the Final Office Action, Applicant respectfully contends that the extension of time policy set forth in 37 CFR § 1.136(a) and MPEP § 714.13 pertaining to responses to final rejections applies to this response.